



**RAMAIAH
UNIVERSITY
OF APPLIED SCIENCES**

Report on

**Distinguished Lecture Series (Online) by
Professor M. Krishna Erramilli**

“Marketing Analytics - Its Scope and Future”

Organized by: Directorate of Research and ICPM

Ramaiah University of Applied Sciences,

Date: 30 November 2021

Venue: Online

CIRCULAR

Kindly be informed that Directorates of Research and International Collaborations and Partnership Management are organizing a Distinguished Lecture entitled **Marketing Analytics - Its Scope and Future**” online at RUAS on **30 November.2021**.

The Speaker for the Event is **Professor M. Krishna Erramilli**, Director of MBA & MS Marketing Analytics, Associate Dean, and Professor of Marketing at the Stuart School of Business, Illinois Institute of Technology, USA.

In view of this, all the Faculty Members and Students of RUAS are requested to attend the event Online.

Looking forward for your active participation.

Yours Truly

Lyubov Kulikovich

Event Coordinator

CC:

Vice Chancellor
Pro- Vice Chancellors
Registrar

Report on Distinguished Lecture (Online) by
Professor M. Krishna Erramilli
“Marketing Analytics - Its Scope and Future”

Summary:

Distinguished Lecture entitled "Marketing Analytics - Its Scope and Future" has been presented by Professor M. Krishna Erramilli, Director of MBA & MS Marketing Analytics, Associate Dean, and Professor of Marketing at the Stuart School of Business, Illinois Institute of Technology, USA, at Ramaiah University of Applied Sciences (RUAS).

The Distinguished Lecture has engaged Participants across the country and abroad along with RUAS Internal Faculty Members and Ph.D. Scholars.

Event Description:

Professor M. Krishna Erramilli, Director of MBA & MS Marketing Analytics, Associate Dean, and Professor of Marketing at the Stuart School of Business, Illinois Institute of Technology, USA, has presented an online Distinguished Lecture on the topic entitled “Marketing Analytics - Its Scope and Future” at RUAS on 30 November 2021.

The Distinguished Lectures Series has been initiated at RUAS in 2018 and has become since then a place for renowned academics, scholars, qualified experts and scientists to share their knowledge and debate on topics of current relevance. Distinguished Lectures Series delivered by outstanding scientists and academicians aims to:

- Create a scientifically advanced and challenging context for academic work and development of knowledge on topics of interest and importance to global scientific community
- Serve as one of the means to stay aware of the most recent scientific and technological developments,
- Provide benefits to professional peer networking to all Participants.

(Organizers)

Dr. Govind R. Kadambi, Pro Vice Chancellor, RUAS

Dr H S Srivatsa, Associate dean - FMC, Professor -
Marketing, FMC- RUAS

Dr. Sharath Kumar, Director – Research, RUAS

Ms. Lyubov Kulikovich, Deputy-Director, ICPM, RUAS

Objectives:

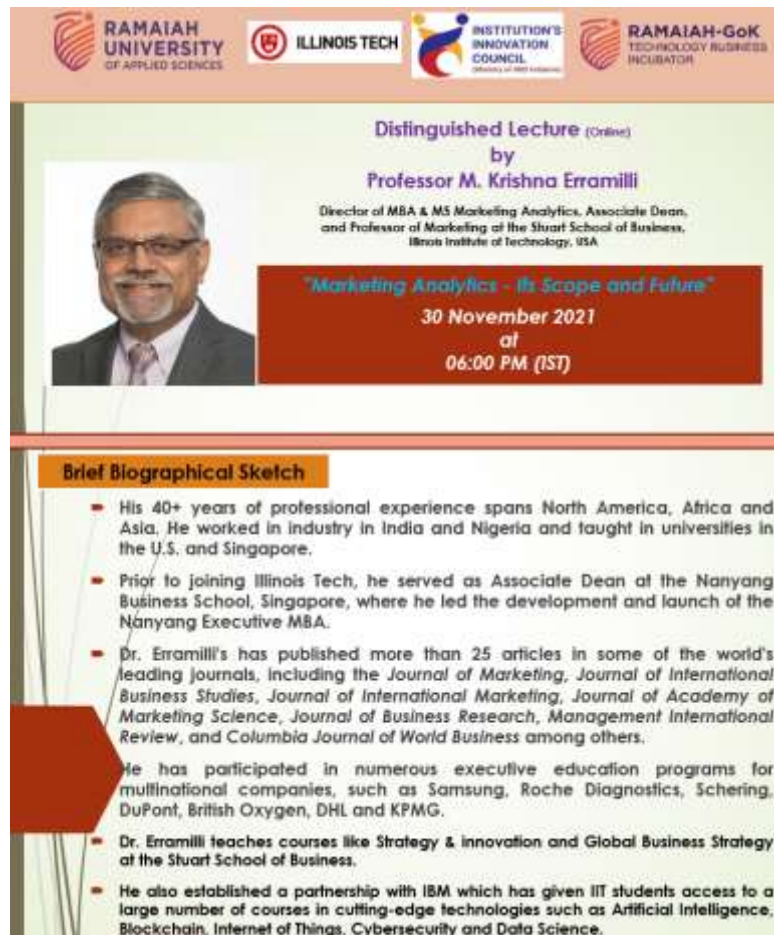
1. To look at the scope and future of Marketing Analytics
2. To provide the insight to the students into the benefits of being forward-thinking marketing specialists, who can turn data and insights into a competitive business advantage

Budget: Event is Free of Cost for All Participants

Program and Speakers

Sl. No.	Resource Person	Title of the Distinguished Lecture	Date and Time
1	Professor M. Krishna Erramilli Professor M. Krishna Erramilli, Director of MBA & MS Marketing Analytics, Associate Dean, and Professor of Marketing at the Stuart School of Business Illinois Institute of Technology, USA	<i>“Marketing Analytics - Its Scope and Future”</i>	30 November 2021 (06.00 pm IST)

Summary of the Event



RAMAIAH UNIVERSITY OF APPLIED SCIENCES **ILLINOIS TECH** **INSTITUTION'S INNOVATION COUNCIL** **RAMAIAH-GoK TECHNOLOGY BUSINESS INCUBATOR**

Distinguished Lecture (Online)
by
Professor M. Krishna Erramilli
Director of MBA & MS Marketing Analytics, Associate Dean,
and Professor of Marketing at the Stuart School of Business,
Illinois Institute of Technology, USA

"Marketing Analytics - Its Scope and Future"
30 November 2021
at
06:00 PM (IST)

Brief Biographical Sketch

- His 40+ years of professional experience spans North America, Africa and Asia. He worked in industry in India and Nigeria and taught in universities in the U.S. and Singapore.
- Prior to joining Illinois Tech, he served as Associate Dean of the Nanyang Business School, Singapore, where he led the development and launch of the Nanyang Executive MBA.
- Dr. Erramilli's has published more than 25 articles in some of the world's leading journals, including the *Journal of Marketing*, *Journal of International Business Studies*, *Journal of International Marketing*, *Journal of Academy of Marketing Science*, *Journal of Business Research*, *Management International Review*, and *Columbia Journal of World Business* among others.
- He has participated in numerous executive education programs for multinational companies, such as Samsung, Roche Diagnostics, Schering, DuPont, British Oxygen, DHL and KPMG.
- Dr. Erramilli teaches courses like Strategy & innovation and Global Business Strategy at the Stuart School of Business.
- He also established a partnership with IBM which has given IIT students access to a large number of courses in cutting-edge technologies such as Artificial Intelligence, Blockchain, Internet of Things, Cybersecurity and Data Science.

Figure 1: *Distinguished Lecture by Professor M. Krishna Erramilli on 30 of November 2021 at 6 PM (IST), Online Event*

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and Professor of Marketing at the Stuart School of Business,
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Figure 2: Distinguished Lecture by Professor M. Krishna Erramilli on 30 of November 2021 at 6 PM (IST), Online Event

Professor M. Krishna Erramilli, Director of MBA & MS Marketing Analytics, Associate Dean, and Professor of Marketing at the Stuart School of Business, Illinois Institute of Technology, USA, has presented online Distinguished Lecture on the topic entitled “Marketing Analytics - Its Scope and Future” at RUAS on 30 November 2021 at 06:00 PM (IST).

Distinguished Guest Lecture Series (Online) has been organized and moderated by RUAS. RUAS Key Participants attended the event were: Dr. Kuldeep K. Raina, Vice Chancellor, Dr. Govind R. Kadambi, Pro Vice Chancellor, Dr. H S Srivatsa, Associate dean - FMC, Professor - Marketing, FMC- RUAS, Dr. Sharath Kumar, Director – Research, and Ms. Lyubov Kulikovich, Deputy-Director, ICPM. Speaker was Professor M. Krishna Erramilli. The event coordinator from the Illinois Tech’s side was Mr. Sri Kumar, Director India Operations, Illinois Institute of Technology, USA. The event has been made available free of cost to all Participants.

- **Programme:**

Distinguished Guest Lecture Series began with welcoming word and opening remarks by Dr. H S Srivatsa, Associate dean - FMC, Professor - Marketing, FMC, followed by the introduction of the Speaker by Mr. Sri Kumar, Director India Operations, Illinois Institute

of Technology, USA. Professor M. Krishna Erramilli went ahead with his talk. Afterwards, there was a Q&A session, and the event has been concluded.

Professor M. Krishna Erramilli's presentation has explored how the world changed with the internet, social media, digital technologies, and big data, importance of for a company to gather and analyze data, generate insights, and develop marketing strategies that expand customer base and market share. Professor M. Krishna spoke about the vibrant, multicultural city of Chicago which offers exciting opportunities for professional growth.

Therefore, the objectives – to look at the scope and future of Marketing Analytics and to provide the insight to the students into the benefits of being forward-thinking marketing specialists, who can turn data and insights into a competitive business advantage - have been successfully achieved. The Distinguished Lectures have engaged 113 Participants across country and abroad along with RUAS Internal Faculty Members and Ph.D. Scholars.

Conclusion and Outcomes

- **Programme outputs:**

During the Distinguished Guest Lecture Series, the objectives - to provide the insight to the students into the benefits of being forward-thinking marketing specialists, who can turn data and insights into a competitive business advantage - have been successfully achieved. The Distinguished Lectures have engaged 113 Participants across the country and abroad along with RUAS Internal Faculty Members and Ph.D. Scholars. Event has been made free of cost to all Participants.

Annexures

Link to the Recording:

<https://event.webinarjam.com/go/replay/153/n6q3lsl2bx7so7f1>

Link to the Attendee's Report:

https://msruas-my.sharepoint.com/:x:/g/personal/dd_icpm_msruas_ac_in/EacbEYT0_B1Gj_kpUIgnX8oBx0KA1DU95jkzCrILXWEv9Q?e=WP9bJf

Screenshots:

The image is a promotional graphic for a webinar. On the left side, there is a large, waving American flag. The right side features the text 'ILLINOIS TECH' in large, bold, red capital letters. Below this, it says 'Stuart School of Business' in black, followed by the title '"MARKETING ANALYTICS - ITS SCOPE & FUTURE"' in red, and 'an exclusive webinar by' in black. A circular portrait of Dr. Krishna Erramilli, a man with glasses and a suit, is centered. Below the portrait, his name and title are listed: 'Dr. Krishna Erramilli, Associate Dean, Director, Master of Business Administration/M.S. in Marketing Analytics, Stuart School of Business'. At the bottom, the logo for 'RAMAIAH UNIVERSITY OF APPLIED SCIENCES' is displayed, consisting of a stylized red and white emblem and the university's name. A small inset video frame in the bottom right corner shows a man speaking.

Figure 3: Distinguished Lecture by Professor M. Krishna Erramilli on 30 of November 2021 at 6 PM (IST), Online Event

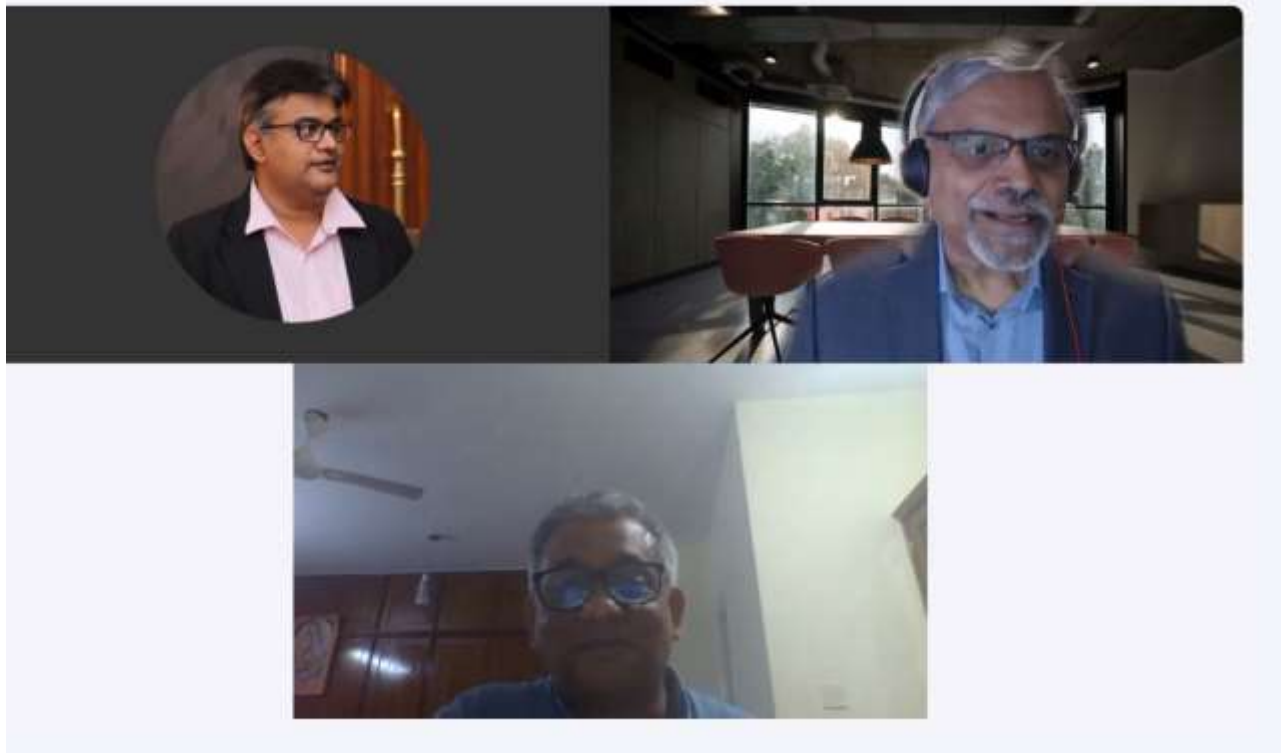


Figure 4: *Distinguished Lecture by Professor M. Krishna Erramilli on 30 of November 2021 at 6 PM (IST), Online Event*



Figure 5: *Distinguished Lecture by Professor M. Krishna Erramilli on 30 of November 2021 at 6 PM (IST), Online Event*

The Holy Grail of Marketing – More for Less



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Figure 6: Distinguished Lecture by Professor M. Krishna Erramilli on 30 of November 2021 at 6 PM (IST), Online Event

Amazon: “We wish to be the Earth’s Most Customer-Centric Company”

Company uses technology & big data analytics to deliver the most compelling shopping experience to customers

1. Extremely Personalized Recommendations
2. Extensive Product Reviews
3. One-Click Purchase, Two-Day Deliveries
4. Quick and Easy Returns
5. Competitive & Dynamic Pricing
6. Anticipatory Shopping
7. Fulfillment Centers

Source: <https://insidebigdata.com/2019/11/30/how-amazon-used-big-data-to-rule-e-commerce/>

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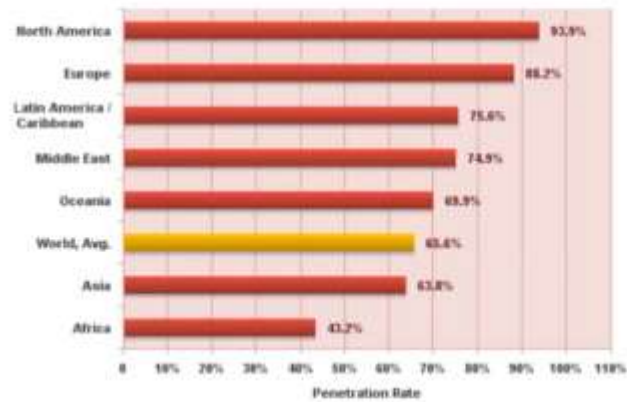
Stuart School of Busin



Figure 7: Distinguished Lecture by Professor M. Krishna Erramilli on 30 of November 2021 at 6 PM (IST), Online Event



Internet World Penetration Rates by Geographic Regions - 2021



Source: Internet World Stats - www.internetworldstats.com/stats.htm
Penetration Rates are based on a world population of 7,875,765,587
and 5,168,780,607 estimated Internet users in March 31, 2021.
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I certify that the above mentioned Participants attended the Distinguished Lecture

Lyubov Kulikovich
Event Coordinator